

## IDA GOVERNANCE COMMITTEE 2018

Minutes 7-24-18

PRESENT: Tom Cruso  
Lori Ann Pipczynski  
Anthony Barresi

OTHERS IN ATTENDANCE: Tracy Stark-James  
Richard Ehlers

Absent: Anthony Barresi

Signifying a quorum  
Meeting opened at 5:45pm

The Governance Committee met on July 24th to review continued efforts made to enhance the efficiency and effectiveness of the Agency, as well as increase overall transparency.

As a reminder, the objectives set during the prior committee meeting included three strategic short-term goals: an updated website; transparency and engagement with community stakeholders, and a review of application and other fees associated with Agency business.

The Agency has authorized the hire of a consultant to provide support for Agency functions.

In terms of transparency of Agency actions – in addition to the steps the Agency already takes in this regard - including posting meeting notices online, public hearing notices published in the News Review and direct correspondence to the Town Board, the School District and all other affected taxing jurisdictions, posting synopses of our most complex projects on the website, and meetings between our Agency and School Board members – the Committee identified additional steps to enhance open communications. The following has been accomplished to that end:

- The Agency has purchased and Beta tested the new economic cost benefit calculator program – Inform Analytics. The committee decided that the program should remain in beta testing for several projects before considering public dissemination of reports.
- Project Synopsis's have been posted to the web under the projects tab.
- A link to the agendas has been placed on the home page of the website for easier public access.
- The board adopted a policy and the board meetings are now being televised.
- A project summary page has been put back into the applications for financial assistance and it is the intent to post that page on the website along with the amount of requested benefits when the public hearing notice is published.
- Quarterly reports are now posted on the web under the Reports and Links page for a brief synopsis of Agency activities for the quarter.
- The ED has posted the power point presentation on the web and FB to help the public better understand how the Agency operates.

With regard to the website and marketing, the subcommittee has been reviewing the website. The ED reached out to other agencies regarding their marketing (including website) budgets and efforts. She will be receiving RFP's, responses and recommendations from SC IDA, however their marketing budget last year was \$250,000. The county IDA reaffirmed that it relies on the efforts made by the state with regard to attraction outside of the region. Their advertising in the tri state area was not as fruitful as they would have liked, therefore they rely heavily on the leads that come from NYSEDC. Researching the potential to upgrade the website will be one of the first tasks for the new consultant. The ED reported that she has been more active with posting on social media, there has been a 38% uptick in social media activity on its Facebook page just this last month.

A committee was formed to evaluate the fee structure. Canvassing and evaluating has been performed. Currently, it appears the agency falls somewhere in the middle of where it would like to be. The committee will report back with any suggested changes.

It was discussed that the Agency will be reaching out to the school board to see if they would like to coordinate another meeting. The committee also reiterated the need for the community engagement with organizations a couple times per year. Those events are TBD.

The committee discussed requesting that the Town Board designate a new liaison to our Agency.

Referring back to questions asked during the last meeting TB work session regarding the size of project investment increasing in Riverhead, the ED noted that the average project cost over the past five years has been \$5.5 million, over 8 years it was \$5million. This analysis was performed by the CFO averaging the project costs over the years and included the large \$58 million project at the end of 2017.

Meeting Adjourned at 7pm